

REMARKS

The present application has been reviewed in light of the Office Action dated October 8, 2003. New Claims 39-44 are presented for examination, of which Claims 39, 43, and 44 are in independent form. Claims 1-4, 12-15, and 21-24 have been cancelled, without prejudice or disclaimer of the subject matter presented therein. Favorable reconsideration is requested.

As an initial matter, four (4) Information Disclosure Statements and corresponding PTO-1449 forms were submitted on October 3, October 14, October 29, and December 5, all in 2003. Applicants respectfully request the Examiner to return initialed copies the PTO-1449 forms, indicating that the listed references have been considered and made of record in the present application.

The Office Action states that the disclosure is objected to for certain informalities. In response, the specification has been amended to correct the informalities noted in section 2 of the Office Action. Accordingly, withdrawal of the objection to the disclosure is respectfully requested.

The Office Action states that the title of the invention is not descriptive. In response, the title has been amended to --METHOD AND SYSTEM FOR PROVIDING INFORMATION USING KEYWORDS, AND PROGRAM THEREFOR--. Applicants respectfully submit that the title, as amended, is clearly indicative of the invention to which the claims are directed.

The Office Action rejected Claim 1 under 35 U.S.C. § 112, second paragraph,

as being incomplete. Cancellation of Claim 1 renders the rejection moot.

The Office Action states that Claims 1-4, 12-15, and 21-24 are rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 5,297,042 (Morita) in view of U.S. Patent No. 5,592,375 (Salmon et al.) in view of U.S. Patent No. 5,911,146 (Johari et al.) in view of U.S. Patent No. 5,890,152 (Rapaport et al.). Cancellation of those claims renders their rejections moot.

Applicants submit that new independent Claims 39, 43, and 44, together with the claims dependent therefrom, are patentably distinct from the cited prior art for at least the following reasons.

An aspect of the present invention set forth in Claim 39 is directed to an information providing method. According to the method, a first search step searches for a first information corresponding to inputted code information from a first data base; an obtain step obtains a first keyword attached to the first information and a second keyword associated with a user who inputted the code information via a terminal; a second search step searches for a second information including the first and second keywords; and an output step outputs the first information together with the second information.

One of the notable features of Claim 39 is that first information corresponding to code information inputted by a user is searched for and outputted together with second information (e.g., advertisement information), which is associated with the first information and the user. The second information is searched for in consideration of a first keyword attached to the first information, and a second keyword (e.g., a user profile) associated with the user who

inputted the code information.<sup>1</sup>

Morita relates to a keyword associative document retrieval system. Morita is understood merely to disclose retrieving a document using a retrieval condition that includes one or more keywords.

Salmon et al. is understood to disclose that a keyword identified for use in a retrieval operation are selected (see column 6, lines 65-66). Then, information corresponding to the selected keyword is searched for.

Johari et al. is understood to disclose a system for laying out text and advertisements on a page for a telephone directory, and for adding an advertisement to a page.

Rapaport et al. is understood to disclose setting information based on a keyword as a profile.

Applicants submit that a combination of Morita, Salmon et al., Johari et al., and Rapaport et al., assuming such combination would even be permissible, would fail to teach or suggest an information providing method that includes "a first search step of searching for a first information corresponding to inputted code information from a first data base," and "an obtain step of obtaining a first keyword attached to the first information searched for in said first search step and a second keyword associated with a user who inputted the code information via a terminal," and "a second search step of searching for a second information including the first and second keywords obtained in said obtain step," and "an output step of outputting the first

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<sup>1</sup> The examples provided herein are for illustrative purposes. It should be understood that the scope of the claims of the present application is not limited to any details discussed in connection with the illustrative examples.

information searched for in said first search step together with the second information searched for in said second search step," as recited in Claim 39.

The above references are believed merely to disclose the use of an inputted keyword for searching for information. None of the references are seen to show or suggest searching for a first information corresponding to inputted code information, and then searching for a second information (e.g., advertisement information) using a first keyword attached to the first information and a second keyword associated with a user who inputted the code information.

Accordingly, Applicants submit that Claim 39 is patentable over the cited prior art. Independent Claims 43 and 44 include features similar to those discussed above, and therefore are believed to be patentable for at least the above reasons.

The other claims in the present application depend from Claim 39 and therefore are submitted to be patentable for at least the same reasons. Since each dependent claim is also deemed to define an additional aspect of the invention, individual consideration of the patentability of each claim on its own merits is respectfully requested.

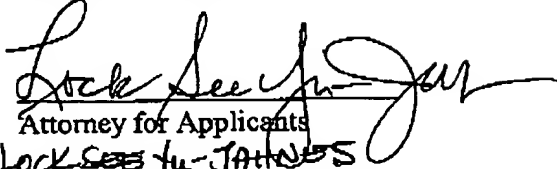
In view of the foregoing amendments and remarks, Applicants respectfully request favorable reconsideration and early passage to issue of the present application.

No petition to extend the time for response to the Office Action is deemed necessary for the present Amendment. If, however, such a petition is required to make this Amendment timely filed, then this paper should be considered such a petition and the Commissioner is authorized to charge the requisite petition fee to Deposit Account 06-1205.

Applicants' undersigned attorney may be reached in our New York Office by

telephone at (212) 218-2100. All correspondence should continue to be directed to our address listed below.

Respectfully submitted,

  
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